

Digital Creator's Challenge: AI

Put your AI design skills to the test
and make an impact in the world

We Want to **Highlight You** on Our Global Stage!

The world is becoming ever more infused with AI. It is impacting the way we work, interact, and create. That's where you come in. The future being created is YOUR future. It's time to get involved and be a Digital Creator!

The top three Digital Creator teams will be flown to Denver to present their projects at [**ISTELive 24**](#). Don't miss out on the chance to make your mark as a Digital Creator and experience the vibrant community in Denver!

ISTE's AI Digital Creator's Challenge asks you to use generative AI to create a digital product that supports students, educators, and community members in the safe and responsible use of AI.

SECTION 1

Challenge Overview

OVERVIEW

What is the Digital Creator's Challenge?

The Digital Creator's Challenge in AI is designed to empower students as designers, creators, and innovators as they help others learn to use artificial intelligence (AI) in ethical, safe, and responsible ways.

This year's theme centers around using AI to promote digital inclusion and responsible digital citizenship, addressing the [UN Sustainable Development Goals](#) of Reduced Inequalities and Quality Education. Using the generative AI tools approved by their school (e.g. ChatGPT, Stable Diffusion XL, CoPilot, etc) and the resources found in [Intel's Skills for Innovation Activities](#) (access code: DigChallengeSFI) students will:

Create a digital product to ensure others are able to use these powerful tools in positive ways.

Here are some examples to ignite creativity and launch the innovative design journey:

- Digital Citizenship Graphic Novel
- Spot the Bot Interactive Game
- Social Impact of AI Data Visualization
- AI Redesigned Virtual Space to Promote Inclusivity
- AI Literacy Bot

GOALS

What Does the Challenge Involve?

The Challenge's Goals:

- To **engage students** as empowered learners, digital citizens, knowledge constructors, innovative designers, computational thinkers, creative communicators, and global collaborators
- To build awareness of generative AI and how to leverage tools ethically and responsibly
- To develop **digital citizenship competencies**
- To create a usable product using generative AI tools like a video, webpage, AI app, etc.



WINNING PROJECTS

Your Projects Could Help **Change the World!**

The three teams that distinguish themselves at the top of our scoring will have the unique opportunity to present their work in person at [ISTELive 24](#) in Denver.

Travel and accommodations will be provided for the top three teams and their teacher chaperones to celebrate their remarkable achievements.

Submitted projects may also be shared in the online ISTE Student Showcase featuring a diverse array of projects, highlighting the creativity and innovation of teams.

SECTION 2

Challenge Details

Project Requirements

Teams will include up to three students in grades 9 through 12

Each team will have a teacher sponsor

AI Tools used for the creation of the product must be approved by the school and signed off by the teacher sponsor

Final product or resource must be openly accessible to the larger community

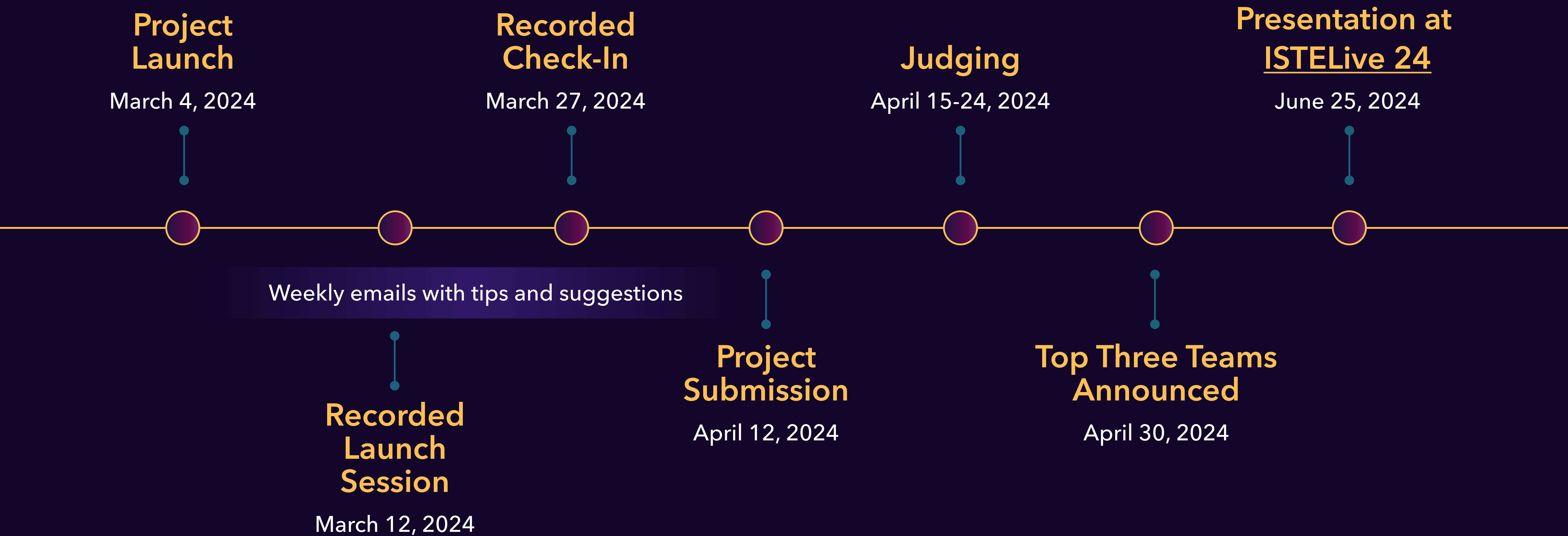
Project submissions must include:

- The product or artifact (or link)
- A 3-minute video explaining the project and its alignment to the theme of the challenge

Final products will include respectful and inclusive language and images, alignment to digital citizenship standards, and the exclusion of copyrighted material or images

ENTERING THE CHALLENGE

Project Timeline



JOINING GUIDELINES

How To Join The Challenge

Interested?

Submit your project, including the video explanation, link, and corresponding artifact by **April 12, 2024.**

1. Create a team of up to three people (students in grades 9 through 12).
2. Choose a teacher sponsor for your team.
3. Indicate your interest in the Challenge on the website so you receive updates.
4. Begin working on your project.
5. Review the project theme and if you need inspiration or ideas, access [Intel's Skills for Innovation AI Starter Packs](#) to help you learn more about the technology you can use and skills you can apply.
6. Complete your artifact and make sure it is accessible!
7. Create a 1-3-minute video to explain your project and its impact.
8. Submit your project, including the video explanation and corresponding artifact (and any directions for use) by **April 12, 2024.**
9. Top three submissions will be presented at [ISTELive 24](#) in Denver.

SECTION 3

Scoring and Resources

Challenge Phases

Get ready to bring your creativity and innovation to the forefront with our challenge! Here's how your project will journey through our two-phase evaluation process:

PHASE 1: Who Is Ready to Share?

In the first round of our challenge, every project will undergo a thorough review to highlight those that are "Ready to Share." This means we're looking for projects that truly stand out by showcasing your innovation and creativity. We will use the criteria as outlined on page 13 to rate specific aspects and then total that score. We want to see every aspect of your project shine, so be sure to clearly communicate your work!

PHASE 2: Who Are the Finalists?

Projects that dazzle us in the first round will enter the second stage, where the scrutiny intensifies. Here, we will determine the top three projects that really set the bar high. It's all about distinguishing your project as one of the best, demonstrating exceptional innovation and impact aligned to our theme.

Scoring FAQs

Who Will Score Our Work?

Educators and industry partners will judge each of the projects and provide feedback using a rubric.

What Are Next Steps for Winners?

The three teams with the highest scores will be selected to participate in [ISTELive 24](#) and present their projects at the conference.

What is the Overall Criteria for Scoring?

- Advancing Safe and Responsible Use of AI
 - Alignment with Challenge Theme
 - Impact and Relevance
- Demonstration of ISTE Student Standards
 - Innovation and Creativity
 - Collaboration and Inclusion
- Meaningful Project and Process
 - Purposeful Design and Inclusivity
 - Presentation and Communication
 - Exploration, Experimentation, and Learning Process

Scoring Rubric

ISTE STANDARDS & DIGITAL CITIZENSHIP COMPETENCIES

CRITERIA	DESCRIPTION	AS EVIDENCED BY	ISTE STANDARDS & DIGITAL CITIZENSHIP COMPETENCIES
ADVANCING SAFE AND RESPONSIBLE USE OF AI			
Aligns with Challenge Theme	Projects must directly address the challenge's theme of promoting digital inclusion and responsible digital citizenship through AI, reflecting considerations for reduced inequalities and quality education as outlined by the UN Sustainable Development Goals .	<ul style="list-style-type: none"> The video clearly explains how the project addresses digital inclusion and responsible digital citizenship, with specific references to the UN Sustainable Development Goals. Visuals or the product itself highlight the project's relevance and application to promoting digital citizenship and inclusive access to AI technologies. 	<p>Empowered Learner: Students leverage technology to take an active role in choosing, achieving, and demonstrating competency in their learning goals.</p> <p>Digital Citizen: Students recognize the rights, responsibilities, and opportunities of living, learning, and working in an interconnected digital world, and they act and model in ways that are safe, legal, and ethical.</p>
Impact and Relevance	Evaluates the potential impact of the project on its intended audience, including its relevance to the goals of digital inclusion and the promotion of responsible digital citizenship in the use of AI.	<ul style="list-style-type: none"> The video presentation includes potential impact testimonials, explaining how the project positively affects its target audience. Clear articulation of the project's goals and how it meets the needs of the community it serves, with potential data or scenarios illustrating its impact. 	Global Collaborator: Students use digital tools to broaden their perspectives and enrich their learning by collaborating with others and working effectively in teams locally and globally.
DEMONSTRATION OF ISTE STUDENT STANDARDS			
Innovation and Creativity	This criteria assesses the originality and creativity of the project, including how AI and resources such as SFI are used to offer novel solutions or insights into digital inclusion and citizenship.	<ul style="list-style-type: none"> The product is a new type or a new approach to an existing type of resource for addressing the theme. The video presentation includes a thoughtful discussion or visual representation of the creative process behind the project. 	Creative Communicator: Students communicate clearly and express themselves creatively for a variety of purposes using the platforms, tools, styles, formats, and digital media appropriate to their goals.
Collaboration and Inclusion	Focuses on the team's ability to work effectively together, incorporate diverse perspectives, and ensure the project is inclusive, reflecting the importance of teamwork and the consideration of varied user needs.	<ul style="list-style-type: none"> The video presentation demonstrates how team collaboration contributed to the project, possibly through shared insights or a summary of the collaborative process. The team intentionally includes outside and diverse voices in their process. Discussion or demonstration of how the project aims to be inclusive, with examples of features or design choices that cater to diverse needs. 	<p>Global Collaborator: Emphasizes the ability to work with others from different backgrounds and cultures.</p> <p>Digital Citizen: Advocates for respectful and empathetic interactions in a digital environment.</p>
MEANINGFUL PROJECT AND PROCESS			
Purposeful Design and Inclusivity	<p>The purpose of the product, in alignment to the challenge, should be at the core of its design.</p> <p>Projects should have a design that is focused on the user, ensuring accessibility, functionality, and ease of use for a diverse range of users.</p>	<ul style="list-style-type: none"> The product is fully realized and functional, going beyond a conceptual pitch. The stated purpose is clear in the product itself, not requiring additional documentation. Explanation of design considerations in the video is made to ensure the product is accessible to a wide audience, including any specific features or adaptations. 	<p>Innovative Designer: Students use a variety of technologies within a design process to identify and solve problems by creating new, useful, or imaginative solutions.</p> <p>Digital Citizen: Emphasizes the importance of using technology in a way that is respectful to others and ensures privacy and data protection.</p>
Presentation and Communication	Assesses the clarity, coherence, and creativity of the project's presentation, including how well the team communicates their ideas, processes, and the project's impact to a wider audience.	<ul style="list-style-type: none"> The clarity, organization, and engagement level of the video presentation. The video should include the project's features, benefits, and connection to the challenge theme. Effective use of visuals, narration, and demonstrations in the video make the project's concepts and impact accessible and understandable to a broad audience. Communication in the product, such as the script, the content, or instructions, is clear and appropriate to a wide audience. 	Creative Communicator: Students express themselves creatively and communicate their processes and results effectively using digital tools and media.
Presentation and Communication	Projects should demonstrate a process of exploration and experimentation, showcasing how teams have researched both the theme and the technology used, making full use of resources such as SFI, engaged with challenges, learned from failures, and applied their learnings to improve their solutions.	<ul style="list-style-type: none"> Narratives or visuals in the video that recount the project's development journey, highlighting key learning moments, challenges, and how they were addressed. The video may include brief mentions or visuals of earlier prototypes or versions to illustrate the process of iteration. Key resources used in research, such as Intel's Skills for Innovation, are highlighted. 	Knowledge Constructor: Students critically curate a variety of resources using digital tools to construct knowledge, produce creative artifacts, and make meaningful learning experiences for themselves and others.

CHALLENGE TIPS AND SUGGESTIONS

Understand the Theme Deeply



Start by thoroughly understanding the theme of the challenge. Research how AI can contribute to digital inclusion and responsible digital citizenship. Understand [ISTE's Digital Citizenship Competencies](#) (maybe even watch the video). Look into the UN Sustainable Development Goals of [Reduced Inequalities](#) (Goal 10) and [Quality Education](#) (Goal 4) to ensure your project aligns with these objectives.

Embrace Diverse Perspectives



Include diverse perspectives in your project planning and execution. Reach out to people from different backgrounds, abilities, and experiences to gather insights. This will help ensure your digital product is inclusive and addresses the needs of a broad audience.

Leverage Design Thinking



Use a design thinking approach to ideate, prototype, and test your project. This process encourages empathy, creativity, and iteration, which are essential for creating a meaningful digital product. Start with understanding the problem, brainstorming solutions, prototyping, testing, and refining your ideas.

Utilize Approved GenAI Tools



Make sure to use only the GenAI tools approved by your school. Familiarize yourself with these tools early in the process and think creatively about how they can be used to achieve your project goals.

Focus on Ethical AI Use



Pay careful attention to the ethical considerations of using AI. Discuss and research topics such as bias, privacy, data protection, and the ethical implications of the AI tools you are using. Ensure your project promotes responsible AI use.

Collaborate Effectively



Since teamwork is essential, ensure clear communication and roles within your team. Leverage each team member's strengths and work collaboratively to bring your vision to life.

CHALLENGE TIPS AND SUGGESTIONS

Test and Give Feedback



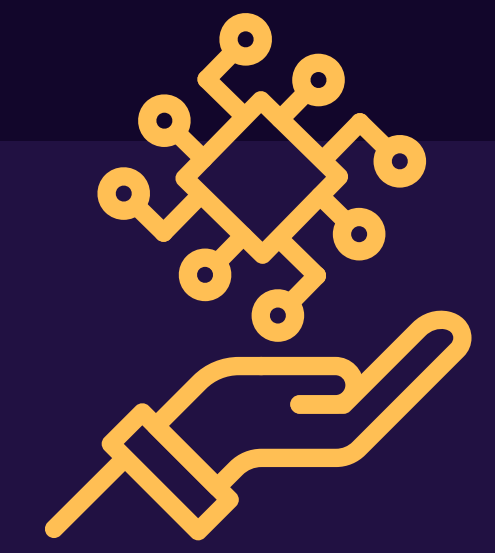
Throughout the process, test your digital product with potential users. Gather feedback and be open to making revisions. This feedback loop is crucial for improving usability and impact early on in the development process.

Document Your Process



Keep a record of your project development process, including brainstorming sessions, iterations, and feedback rounds. This documentation can be invaluable for your video presentation and demonstrates your project's evolution and depth.

Create a Compelling Narrative



When preparing your 3-minute video, script it carefully to ensure it clearly explains your project, its impact, and how it aligns with the challenge theme. Practice to sound natural and engaging while covering all necessary points.

Review and Polish



Before submission, review your project against the challenge goals and requirements. Ensure it is accessible, aligns with ethical standards, and addresses the theme effectively. Polish your video and digital product to ensure they are clear, professional, and ready for a wide audience.

Engage With the Community



Consider how your project can be shared and used beyond the challenge. Engage with your school, local community, or online forums to showcase your work and encourage others to think critically about AI and digital citizenship.

Reflect on Your Learning



After submission, take time to reflect on what you've learned through this challenge. Consider the skills you've developed, the knowledge you've gained about AI and digital citizenship, and how you can apply this in future projects or learning opportunities.

What Is The Intel's Skills for Innovation Resource?

Intel's Skills for Innovation (SFI) are activities that let you learn and apply different technical skills to actual problems or challenges.

Intel has created StarterPacks that make it easy to go through the learning fairly quickly with an authentic purpose. Identify which StarterPack will best match what you are trying to learn and the goal you have for your project.

Why Would We Want To Use These?

Your team may find it helpful to go through a few of these activities to build your skillset and thinking about what is possible.

How Do We Do This?

You will need to work with your teacher to access these. Once you do, you will want to select the activities that are most going to help you. We have organized these for you ([Spreadsheet](#)). We recommend you look at the Technology Used and the Skillset columns to help you identify which are the best match. Don't just look for the ones that are specifically about AI though. For example, the skillset for a given project may be data visualization. If you are hoping to create a project that shows the different ways that AI is being used across work sectors and different social groups, this might be helpful in learning how to create those visualizations.